

# Meet your Best Sales Performer: AI Search

How AI Is Replacing the First Sales Call



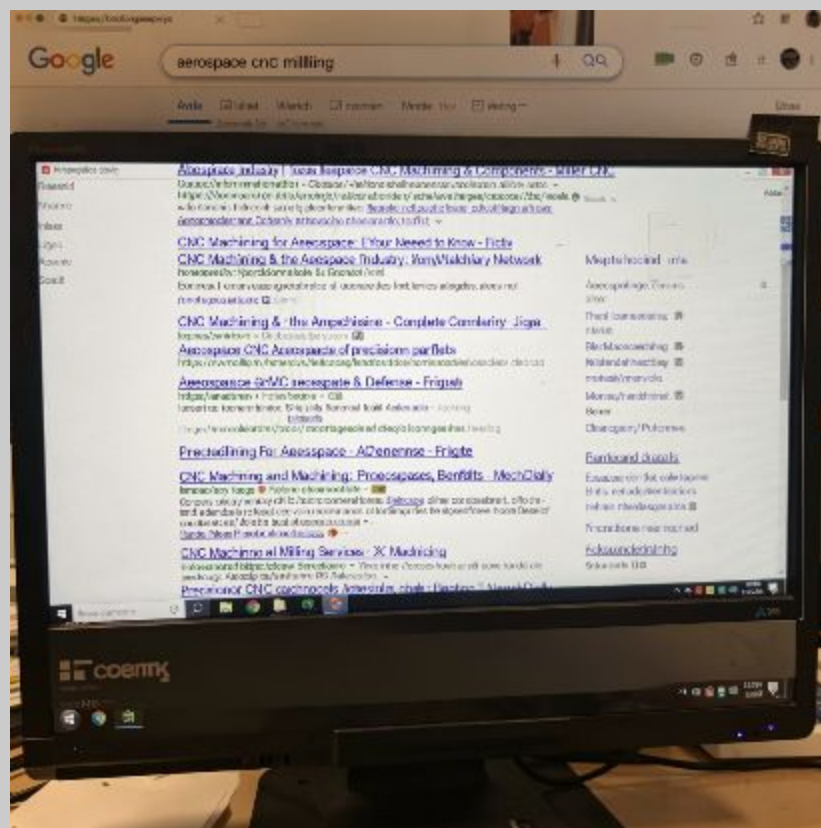


💡 THE SHIFT

## The "Direct Answer" Era - How Discovery Changed

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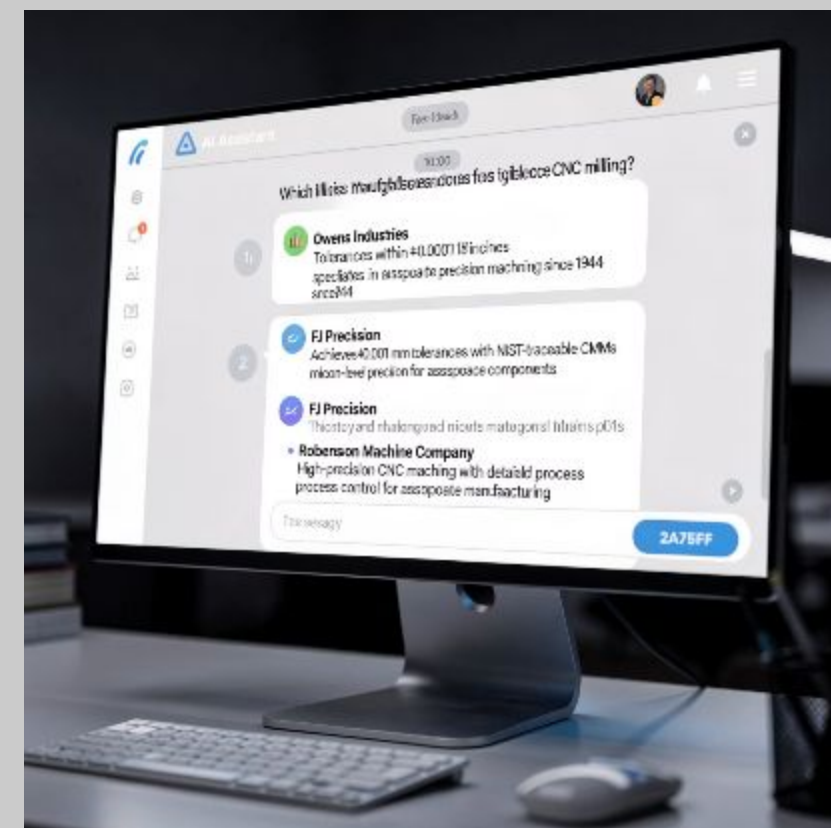
### BEFORE



"Aerospace CNC Milling" → scroll through 50 links

2

### TODAY



"Which Illinois manufacturer provides tightest tolerances for aerospace CNC milling?" → AI recommends top 2-3



**If the AI doesn't see you, you don't exist.**



#### REAL RESULTS

## Your shop is world-class. Why is it a secret?

We're ending the era of the Invisible Manufacturer.

- ❑ **The Challenge:** 20+ years of proven work in custom metal fabrication, but invisible when local engineers and procurement teams searched for capabilities online.

### The Solution

- 🎯 **Finding the Right RFQs**  
Figured out exactly what an engineer types on their phone when a part breaks or needs a new solution.
- 📄 **Content Strategy**  
Answered practical questions like "Who can handle short-run stainless steel fabrication with 2-week turnarounds?"
- 🔧 **Technical Foundation**  
Focused on material capabilities (stainless, aluminum, mild steel), certifications (ISO 9001), and lead times.

### The Results

34%

**Sales Conversion**

Up from 22%

3.2

**Month Sales Cycle**

Down from 4.5 months

Inbound leads shifted from price-shoppers to pre-qualified buyers asking about capacity.

- ❑ **Key Takeaway:** No extra marketing spend. No new hires. Just made their expertise visible to the AI that engineers now trust.

# StratMg: Why we only work with people who actually make things?

## Differentiator:

We don't just do marketing. We build revenue engines that turn your expertise into qualified leads—so you can focus on what you do best: manufacturing.

## Why StratMg?



### 100% Manufacturing Focus

10+ years exclusively serving manufacturers

We speak your language



### Proven Results

Generated \$850+ Million in Shop Floor Throughput

Average ROI: 55:1 per project

450+ Manufacturing clients trust us



### Deep Experience

600+ Projects executed

Long-term partnerships (clients stay for years)

Not generalists—manufacturing specialists

### Social Proof

Trusted by **450+ manufacturers** from precision machining to industrial equipment.

## Social Responsibility:

**20% of our effort is allocated to pro bono projects**





# Organic Growth Starts with Digital Authority



## The Reality

**84% of industrial buyers start online.**

No digital presence means you're invisible to your next customer.



## The Race

**Buyers complete 80% of their journey before contacting sales.** Win the customer before they even pick up the phone.



## The Advantage

Strong digital authority ensures customers find you, while creating a digital moat competitors can't easily copy.

🕒 10 MINUTES

## 60-Second Truth: Does AI Trust You?

### The Litmus Test

Open ChatGPT, Gemini, or Perplexity right now.

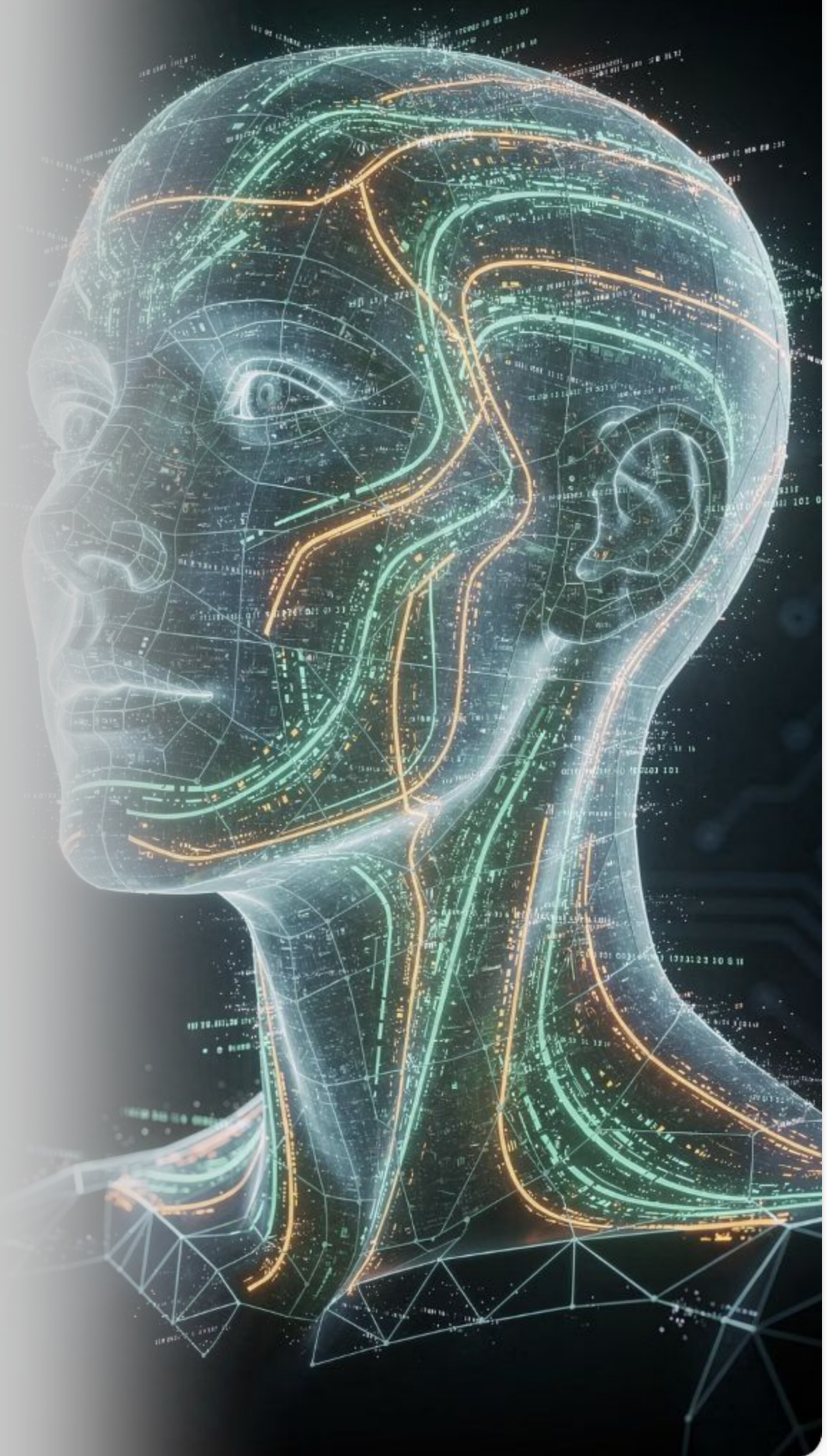


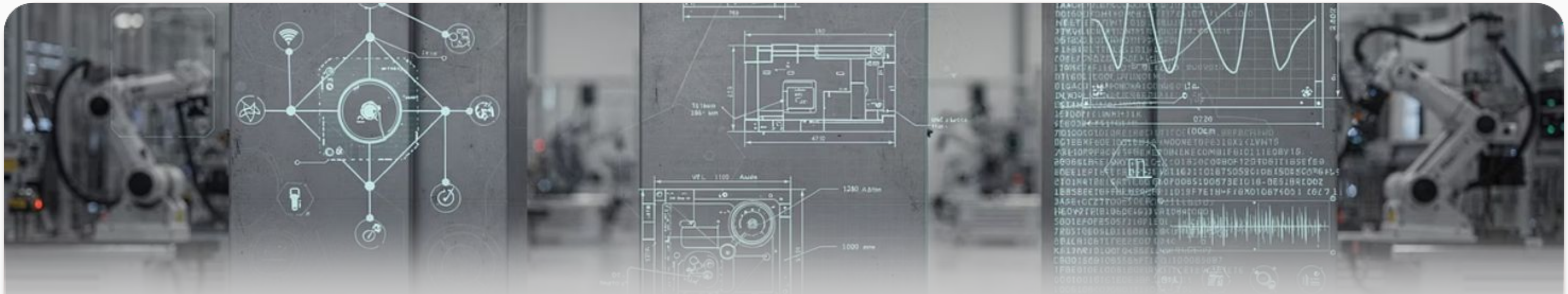
"Who are the top manufacturers of high-precision aerospace components in Illinois? And why?"

"What is {Your Company Name} known for?"

"Compare {Competitor Name} with {Your Company Name}?"

❏ If AI doesn't know you or gets facts wrong, your prospects aren't finding you either.





# The 3 Pillars of Digital Authority



## Digital Identity

**(Business License)**

Name, address, certifications identical everywhere so AI verifies you as legitimate.



## Helpful Expertise

**(Trusted Lead Engineer)**

Turn technical knowledge into 50-word answers that solve customer problems.



## Digital Blueprint

**(AI's Bill of Material (BOM))**

Machine-readable signals - Schema + content quality + trust tells AI your capabilities with confidence.

# Immediate In-House Wins



## Clean the Basics

Audit Google Business and LinkedIn—ensure phone, address, services match exactly.



## Answer-First Rule

Rewrite top 5 service pages to directly answer customer questions in plain English.



## Capture Expertise

Record 15-min engineer interviews weekly. Turn transcripts into Technical Deep Dives.



## IMPLEMENTATION PLAN

# Your 90-Day AI-SEO Roadmap

## From Invisible to Indispensable in Three Phases

1

### Phase 1: Days 1–30 — Digital Health Check & Identity Cleanup

**Goal:** Ensure AI search engines know exactly who you are

- Conduct the "AI Audit" across ChatGPT, Perplexity, and Google Gemini
- Establish "Entity Trust" (NAP consistency across all platforms)
- Identify your "Top 5 Money Pages" that drive high-value RFQs
- Update "About" page with technical profile, ISO certifications, and machinery tolerances

2

### Phase 2: Days 31–60 — Authority Building & Knowledge Extraction

**Goal:** Provide direct answers that AI assistants cite and recommend

- Implement "Answer-First" writing on your 5 most important pages
- Start "Engineer Interview" cadence (15 min/week with SMEs)
- Apply machine-readable labels (Schema Markup) for FAQs and products
- Competitor brand health check and update

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### Phase 3: Days 61–90 — Measuring Growth & Scaling the Engine

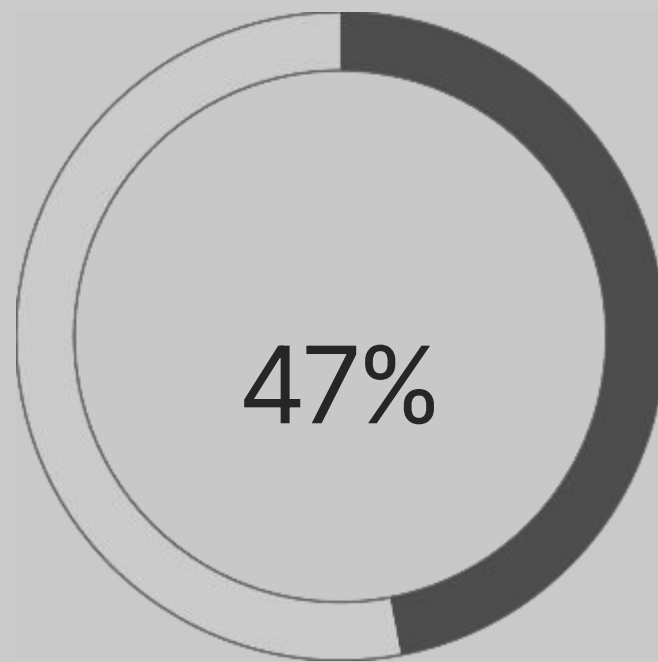
**Goal:** Track KPIs and decide if growth requires a strategic partner

- Set up AI Dashboard to track "Share of Voice"
- Monitor citation quality from authoritative third-party sites
- Run the "Partner Litmus Test" (Math of Expertise vs. Sales Gap)
- Measure sales velocity (AI-ready brands see 20-30% faster close times)

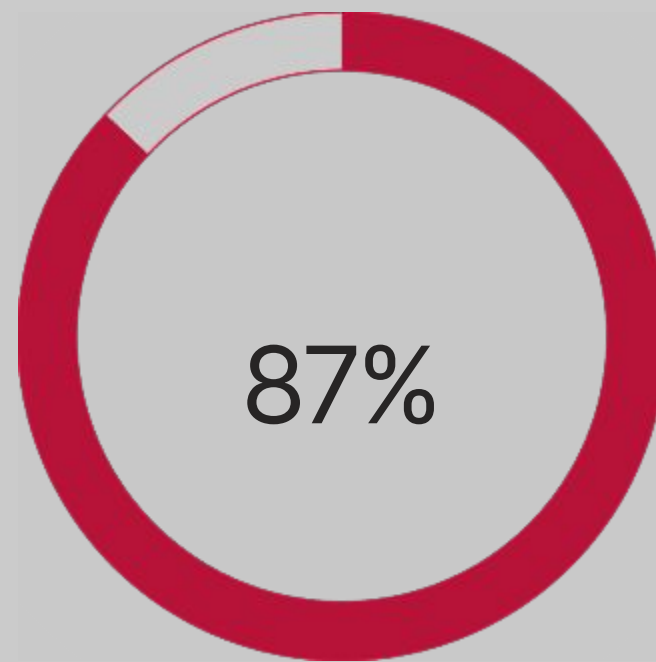
❏ **Key Metrics to Track:** Share of Voice | Engagement Quality | Brand Sentiment



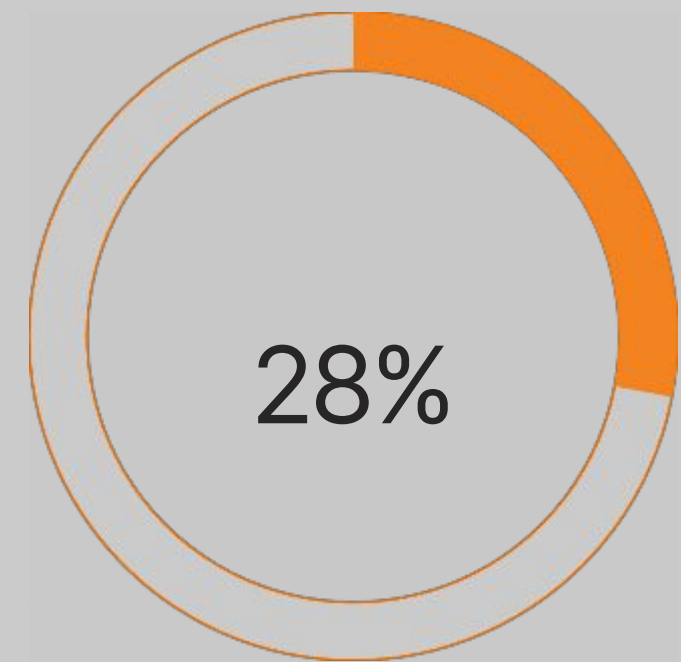
## Your AI-SEO Dashboard - Executive Summary



**Share of Voice**  
vs. top 3 competitors  
+18% vs. last year



**Citation Quality**  
Industry authority score  
+3.2 points YoY



**Sales Cycle Reduction**  
Time to close  
From 5.1 to 3.2 months



## When to Scale with a Partner

|                                                                                     |                                                                                     |                                                                                      |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <b>MATH OF EXPERTISE</b>                                                            | <b>SALES GAP</b>                                                                    | <b>SPEED ADVANTAGE</b>                                                               |
|  |  |  |
| <b>5-6 EXPERTS FOR COST OF ONE HIRE</b>                                             | <b>GROWTH TARGETS VS CAPACITY</b>                                                   | <b>SKIP 6-12 MONTH LEARNING CURVE</b>                                                |

### The Math

Get 5-6 specialists (Strategy, Content, Data, Tech) for the cost of one junior hire plus overhead.

### The Gap

Double digit growth targets. You need an external engine.

### The Speed

New product line or territory? Skip the learning curve with ready-to-go expertise.

## Becoming THE Authority

**The industrial leaders of the next decade won't have the biggest ad budgets. They'll be the ones machines and humans trust most.**

### The Game Changed

Digital discovery is now an authority game. Be the answer AI gives.

### Your Choice

Hunt every lead manually—or build a presence that recruits customers 24/7.

